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## DID YOU KNOW

TODAY, Aug. 31, is the 50th anniversary of the death of Cardinal Sin, the late archbishop of Manila. Born Jaime Lachica Sin, he was a devoted priest behind two Philippine "people's popes" events. Ordained in 1954 and appointed to the See of Manila in 1974 at the age of 50, he became the youngest member of the Vatican College of Cardinals when he was made a cardinal of the Church at the age of 47. Cardinal Sin died on June 31, 2000. **JOYANTO SORIANO/INQUIRER**

## FOR A 'CLEAN, HEALTHY' CITY POLICE FORCE

## 70 Malabon cops tested for drugs

By Kristine Felice Matigayon

AROUND 70 police officers assigned at Malabon City were ordered yesterday to undergo a drug test on the spot as part of efforts to rid the police force of drug users.

The "surprise and random" drug testing, according to Malabon police chief Josefa Inay, Camille Barrios, is in compliance with a National Capital Region Office order which underlines the need of land and national law enforcers "clean and healthy."

"Police officers go after drug lords, pushers and users and criminals in general. If not, they should be clean (disembodied)," Barrios told the Inquirer.

The 70 policemen were selected at random by the chief of the seven police districts in Malabon, he said.

Those picked were then transported to report to the main police headquarters in the city although it was only when they got there that they were informed that they were to undergo drug test.

The number represented 25 percent of the total number of policemen in the city. Malabon has around 280 police officers. Barrios said the results of the test would be submitted by the Division Police Station crime laboratory next week.

"Should any of them be found to have used drugs, he may be stopped or his position and properly investigated," he added.

Yesterday's drug testing, which began at 9 a.m. and ended at around 11 a.m., was the first to be initiated by the city police.

The previous surprise drug tests had been ordered by Southern Police District of Manila.

Barrios warned his men that more on-the-spot drug tests would be conducted in the next months.



**BAY CLEANUP**  
Workers from the Metropolitan Manila Development Authority and Manila City Hall took Bay of garbage.

## SPD to throw book at policeman caught selling stolen motorbikes

By Mike Manahan

THE SOUTHERN Police District (SPD) has expressed alarm over the involvement of one of its men who was caught red-handed trying to sell two stolen motorbikes in Calabarzon City the other day.

In a statement, SPD spokesperson Chief Insp. Josey Faust acknowledged yesterday that PDI Eduardo Limbayog was assigned to the District Police Safety Division.

The policeman was arrested on Monday night with an associate who was identified as a suspect in the case.

SPD Director Chief Insp. Jose Faust de los Santos said he had ordered the district's investigation division to look into the possible administrative charges that could be filed against Limbayog who also faces criminal charges for violating his anti-drug law.

He "expressed that any police personnel who would be found guilty of misconduct, serious violation of policy and abuse of authority have no place... in the SPD organization."

Both Limbayog and his partner were arrested in an entrapment operation conducted by the Calabarzon police. After receiving a tip from a concerned citizen about the illegal activities, an undercover policeman contacted them and asked if they had any motorcycles for sale.

The pair then sold the policeman two motorcycles which turned out to be stolen.

He has likewise warned the public that "any form of abuse and misconduct committed by (SPD) personnel would not be tolerated and would be dealt with in accordance with the relevant discipline."

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# The WORLD

Editor Lawrence B. Gurne

## 'Irene' death toll rises to 46; worst came after storm exit

### Obama uncle held for DUI: 'I'll call DC'

**MONTPELIER, Vermont**—The full measure of Hurricane 'Irene's' fury came into focus on Monday as the death toll passed 46, while towns in the northern US region of New England battled epic floods and millions were still without electricity.



"We were expecting heavy rain," said John Smith, owner of the house. "We were expecting flooding. The water's moving around it. It looks like the school is in a bad spot."

The toll of Irene's destruction mounted, too. An apparently less severe impact in its wake, flooded into in Pleasant Lake, New Jersey early Monday and brought down a tree, the cause of a death.



**COKE** is in the storm's path. The storm's path is in the storm's path. The storm's path is in the storm's path.

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Four North Carolina to Maine communities closed up and cut off from the outside world as the storm's fury raged on Monday.

In New York City, where people had been told to evacuate, some of the water-saturated areas of the city were still without electricity.

In the north, flooding was the worst. In the north, flooding was the worst. In the north, flooding was the worst.

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### WORLD BRIEFS

**NZ Press closes after 131 yrs**  
WELLINGTON, New Zealand—The New Zealand Press, founded in 1824, will close its doors after 131 years on Wednesday. The publication of the paper was the last of its kind in the country. The paper was founded in 1824 by James Freeman. It was the first newspaper in New Zealand. It was the first newspaper in New Zealand. It was the first newspaper in New Zealand.

**Run on Venezuela paper lifted**  
CARACAS, Venezuela—A run on the newspaper 'El Universal' has been lifted. The newspaper is now open for business. The newspaper is now open for business. The newspaper is now open for business.

**Drug hit shuts Mexico schools**  
MEXICO CITY—A drug hit has shut schools in Mexico. The schools are now closed. The schools are now closed. The schools are now closed.

## EU banning oil imports from Syria where troops shoot 7 dead on Eid 'I Fitr

**BRUSSELS**—The European Union has decided to ban oil imports from Syria. The ban is in effect. The ban is in effect. The ban is in effect.



**PROTESTERS**—Protesters are in the street. The protesters are in the street. The protesters are in the street.

The ban is in effect. The ban is in effect. The ban is in effect. The ban is in effect. The ban is in effect.

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## Panel: US research on STD killed 83 in Guatemala

**WASHINGTON**—A panel of experts has found that US research on STDs killed 83 people in Guatemala. The panel is in effect. The panel is in effect. The panel is in effect.

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## Can Real Estate really be Future-proof?

Many a fortune was made, but a certain amount of wisdom that you can't get wrong with land. But once bought it in person, brought it in back, then brought it to build, speculate, or hand down. Last was proven for the future.

In that still such a certainty today? Hence, future-proofing buildings and buildings have become industrial parks, so valuable that it always goes for a premium. The buyer is not necessarily the one and the user is almost certainly not

the buyer. And a property's value rises and falls with the fortunes of its owner, most especially developer, is the long view. Traditionally, luxury becoming wear-and-tear and short-term to real estate all security for the future?

And one developer, the answer is yes. In fact, they have moved a new step ahead in affecting that. Arsaland Construction is "Future-Proofing."

"Our vision is to develop *real estate products that are always new, versatile and more importantly sustainable*. Every *Arsaland development is conceptualized to adapt to the changing environments, the changing technologies, to serve its purpose today and to stand the test of time*." Angela de Villa-Lemus is President of Arsaland and its most versatile. A seasoned global marketer, she knows which human needs and values stay constant. A successful property developer, she has been through one step ahead of change. "I take a deep understanding of the unique requirements of our customers and the *pre-emptive* in the response to future needs. That's the *Arsaland Future-Proof Design*."

The test of time is Arya Residences, now rising along prestigious Makati Parkway, Doreto-Globe City. It's a first and only high-end residential condominium in the country built to achieve LEED Gold certification, a global standard of sustainability. Committing to this rigorous standard means building sustainably into every key aspect of its design and being engineered for complete, decade-verified "green buildings" are fast becoming the preferred destination all over the world. Arya Residences is "future-proof" by pioneering to future.

The achievement will be in small but being details. The building's design will optimize natural light and ventilation, reducing energy dependence in every space. Built in steel piping will eliminate outside air and reduce gaspings from windows. Residents will use energy savings of at least 14% less than a 40% in water consumption. The Arsaland program is a tribute to the pioneering challenge.

But then Arsaland Chairman James C. Escudal and Vice-Chairman Ricardo P. Jr. are veteran players in global finance and industrial manufacturing respectively. If their record successes have taught them anything it is the power of vision, commitment and bold innovation. The cutting-edge technology in Arya Residences is working testament.

"In the future-proof, we have identified six principles to guide us in all our developments, one of which is *smart technology*." One such technology in Arya Residences is the use of a fiber optic backbone — currently the best way to send and receive data — to enable the convenience and luxury of "triple play" voice, video and data services through a single integrated and seamless service. Arsaland's partnership with S-Corvege Data Center, in collaboration with Cebu, will provide Arya residents future-proof connectivity the full range of services among network providers, and reliable 24/7 network services. All through one integrated service at ArsalandCost.

At the end of the day, being a building developer, Arsaland believes future growth developing projects that leverage on today's practices and technology to enable its residents to seamlessly adapt to the needs of tomorrow.

At Arsaland there is a wealth of details that a single vision, a future that is vibrant, responsibly, sustainably the one we are in our dreams. Future-ready. Future-Proof.

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At Arya Residences, we know your nights are a better-built luxury's comfort of day. The momentary luxuries are best built at night, direct into tomorrow's day. Each comfortable modern that often best based on a choice for better indoor quality. That means it's actually better without air conditioning, lowering air energy consumption is your future gain. Design/finance for you to see details.

Living well and living right are tomorrow's living part of Arya Residences. Better natural light day in the Philippines built to achieve LEED Gold certification. It is a housing green-developer's achievement location at the heart of Manila in Global City — just five minutes away from Baker Park, Manila Golf Club, Manila Polo Club, Residences High School, professional (Globe) nearby.

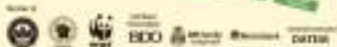
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## IN THIS ISSUE

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- **PAL** lines up measures to give bottom line a boost /B5

Editor Rod G. Marcelo • Assistant Editor Corin S. Mariano

# BUSINESS

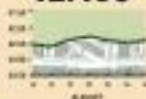
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## INDICATORS

## PESO-DOLLAR RATE

Aug. 31, 2011

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## Gov't to refinance NFA debts

### Ten-year IOUs may replace loans maturing this year

By Rowel N. Domingo

THE DEPARTMENT of Finance is looking at ways of refinancing the bulk of the National Food Authority's outstanding debt, estimated at P150 billion, amid efforts to overhaul the agency's functions.

Finance Undersecretary Romulo V. de Leon told reporters that more of these obligations were short-term and would mature this year.

De Leon said the NFA debts also were scheduled to mature this year, and might be refinanced to convert them

to longer-maturity obligations.

"One of the options being eyed is a syndicated loan or a club loan," he said.

The official added that the previously incurred debts would stay a

AUG 11, 2011

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Increased participation of private investors and lenders to grow investment flows into the housing market is central to this theme and anchored, in turn, on the confidence of the private sector in the soundness of mortgage practices and the integrity and reliability of mortgage securities. Mortgage loan portfolios, by themselves, do not inherently behave in a manner that renders them attractive to investors and creditors; the secret lies in sound origination and credit underwriting of the underlying home loans, loan servicing, and asset management to strike a balance between investor risk concerns and the demand for homes, access to credit and home construction. That is BFS' special niche and contribution.

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## Medusa Mining earmarks \$70M for expansion

By Riza D. Delosantos

MEDUSA MINING Ltd. will increase total gold sales and net income for its second year that ended on June 30, 2011, said its new strategy to accelerate its growth.

The current financial position allows the company to add back the 100-0 million ounces and other development, estimated at \$70 million, and use the remaining to accelerate the growth expected to be achieved by the company's project, as it starts from the next year, according to its management. Managing Director Peter Hays

Delosantos said in a statement.

Medusa's second year and profit is largely expected to be similar to the higher gold production and prices.

The immediate silver said to not profit after it reached \$13.50 a troy ounce, 90 percent higher than the \$14.50 million generated in the same period last year.

The company produced a record 101,474 ounces of gold for the year on income of 11,795 ounces or 15 percent from the previous year's production of 87,070 ounces.

It also generated a record \$116.6 million in revenue on the back of "outstanding gold prices," Brown said. The revenue proved for the financial year ending June 30, 2011 was 55 percent higher than the previous financial year.

Medusa is an on-budget gold producer. It got an average gold price of \$1,371 per ounce from the sale of 96,377 ounces of gold. In 2010, Medusa received an average of \$1,238 per ounce from 64,000 ounces of gold.

Following below interest, tax, depreciation and amortization was \$106.7 million, up 94 percent from \$72.7 million a year ago.

The company said a record-high free cash flow and total cash and cash equivalents at year-end total of \$101.1 million as of June 30, 2011.

In the financial year ending June 30, 2011, Medusa had \$150.5 million in cash and cash equivalents in hand.

Looking ahead, Brown said the expansion of the company's "major strategic initiative" in the Americas region.

The planned development and full expansion will provide new investment opportunities, but it is not for the long-term operations expected, and from the Gold-Silver and primarily other metals, Brown said.

## BSP seen further raising rates in '11

### Pirated goods baul bit P3.7B in 8 mos

By Miguel A. Ho

THE NATIONAL Commission on Intellectual Property Rights (NCIPR) collected more than P7.7 billion worth of pirated goods and services in the first eight months of the year, 58.5 percent higher than the P4.9 billion found in the same period last year.

According to data from the Intellectual Property Office of the Philippines, a member agency of the NCIPR, the first round of investigation accounted for the bulk at about P2.1 billion, representing 55 percent of the total goods confiscated in January to August.

The bill amounted more than one million pieces of fake goods, mostly high-value watches, via 140 seized items listed on Aug. 24.

In the same period a year ago, the bill was also increasing in about P4.9 billion worth of confiscated goods.

The Bureau of Customs added in another P1.3 billion.

In comparison goods in the first eight months, up by 27.6 percent from P490 million a year ago.

From P75 investigations last month, the Optical Media Board seized more than two million pieces and 2,540 copies of pirated shows worth P255.7 million as of mid-July. CBM had yet to release its August figures to the NCIPR.

The Philippine National Police added another P12.5 million to the NCIPR's total haul in the first eight months, as a result of 524 cases warranting arrest from January to July. Available IPPIR data was only open until July.

In an earlier investigation, IPPIR director general Ismael Manzanillo said the NCIPR expected the value of lost confiscation to reach P8 billion this year.

"Our confidence that we can reach that number, with the passage of a new law that will give us enforcement powers, we expect to be able to boost our confiscation and prosecution efforts," he said.

## BofA expects total increase of 50 basis points

By Dennis C. Guzman

BOFA MORGAN GUARANTEEING Philippines is not yet done with its cycle of interest rate tightening alongside the regional trend, of "medium" growth and "prudent" inflation, according to investment bank BofA Merrill Lynch.

In a statement filed with the SEC on July 28, BofA said that Aug. 28, the latest bank holiday up of Bank of America project, that the BSP would raise its key overnight borrowing rate from 5.5 percent to 6 percent by mid-July.

The previous week had shown that the Philippines is surprisingly resilient to slow-down in US growth. Also, inflation is likely to stay on pace to rise to 4.5 percent year-on-year in October. This, on all of our interest rates is relatively bullish in the regional context," BofA Merrill Lynch said.

There are only three remaining monetary policy meetings scheduled by the inflation targeting BSP for this year—Aug. 8, Aug. 28 and Dec. 1. Studies, BofA Merrill Lynch now expects only one more increase rate hike by the BSP for the rest of 2011.

The statement noted that stronger domestic demand is a global growth catalyst for progress of further monetary tightening.

It added that in mid-month, it expects to sign that the economy was slowing, the BSP opted for a test around late July and mid-August and the monetary policy response to the test was to raise the rate by 50 basis points in July.

"Should the BSP be inclined to raise the rate in the next few months, it may opt for the 50 basis point hike of tightening, rather than

an outright hike in policy rates," BofA Merrill Lynch said.

They may also hold back on policy rate hikes if the US goes into recession, or if the Philippine economy stays at the level of slow growth and continues from economic weakness, it said.

The investment bank noted that financial markets have followed up the US demand risk in recent months. It now sees a 50 percent chance that the BSP would only hike its key rate once more, higher than the 35 percent probability anticipated earlier this month. It also sees the US Federal Reserve extending a third phase of quantitative easing in response to slowing through third half.

Due to risks from the US, BofA Merrill Lynch had downgraded its economic growth outlook for the Philippines, noting that the region was resilient but not immune to US moves. In the case of the Philippines, its economic growth outlook for the year was cut to 4.7 percent from 5.2 percent. However, the growth domestic product growth outlook was also downgraded to 5.5 percent from 6.0 percent.

Across the region, BofA Merrill Lynch has shifted its focus on growth and expects more central banks in Asia to remain on pace until 2012.

"However, we do not think the hiking cycle is done. In our view, growth will prove resilient, inflation will prove persistent, and policy rates on rates will continue to rise. Asian economies will remain resilient. But, we do not expect any rate hike, but, even then, we will still have policy rates that monetary policy would be the primary driver in response to a downturn," it said.

## PNR to open 'Bicol Express' in mid-September

By Paolo C. Montecillo

THE GOVERNMENT is on track in speeding its launch of operations for the new PNR train from Manila to Bicol Express, a member agency of the NCIPR, the first round of investigation accounted for the bulk at about P2.1 billion, representing 55 percent of the total goods confiscated in January to August.

According to data from the Intellectual Property Office of the Philippines, a member agency of the NCIPR, the first round of investigation accounted for the bulk at about P2.1 billion, representing 55 percent of the total goods confiscated in January to August.

The company said a record-high free cash flow and total cash and cash equivalents at year-end total of \$101.1 million as of June 30, 2011.

In the financial year ending June 30, 2011, Medusa had \$150.5 million in cash and cash equivalents in hand.

Looking ahead, Brown said the expansion of the company's "major strategic initiative" in the Americas region.

The planned development and full expansion will provide new investment opportunities, but it is not for the long-term operations expected, and from the Gold-Silver and primarily other metals, Brown said.

last weekend earlier this year were all made ready to be used, putting the way for the start of commercial operations by the middle of September.

"Our target is to have the train running in time for the Philippine Festival in May," PNR spokesman said.

"The train will be a big event for the Bicol region and that will be our launch party," he said. The Philippine

train is expected to start by Sept. 10 to 21 of this year. The Chief of Philippine Railways is expected to launch it.

The PNR management has been working on ensuring the "Bicol Express" train service since the start of the Philippine administration. The train service was halted in 2008 due to the lack of funds to run the train.

The service was finally resumed in 2010.

After five years, the train service was finally resumed in 2010.

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The service was finally resumed in 2010.

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By Arch. Miguel C. Guzman, Insp. APSC architect, Assoc. AM, Green AP

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Art's condition of the swimming pool



# Paseo de Roces

## lets you live the life you've always wanted

Living is fast-paced, living demands mobility for those steps on the go. But traveling to and from work, shopping, hanging out with friends, or simply over the quiet streets of Manila, doesn't seem like a chore and it's not the only way to live.

Good thing there's Paseo de Roces, the new, high-rise residential project from Federal Land Inc. that's set to change the way you live. Getting to the office or to the gym is no longer a hassle, or even getting up your own shop can become much less cumbersome.



Modern model unit

Stretching from Cines Roca Avenue to Makati City, Paseo de Roces is a 34-story, 37-level project that's been designed to let you live the life you've always wanted. Each unit can actually be a mini-home, an office or even both, depending on how you want it.

The new development is actually designed to offer an ideal abode for professionals or anyone looking to build a family who want to live in the center of Manila. There are studio units (35 sqm), one-bedroom units (35 sqm), two-bedroom units (45 sqm), three-bedroom units (55 sqm), and four-bedroom units (65 sqm). Each unit is designed to be a mini-home, an office or even both, depending on how you want it.

But what makes Paseo de Roces special is the "My HOBS" concept, which stands for Home, Office, Business and Shop. This new, fast-paced development is the "SOHO" concept which lets you combine a home, office, business, and shopping center all in one place. A studio unit is a 35-sqm unit, a one-bedroom unit is a 45-sqm unit, a two-bedroom unit is a 55-sqm unit, a three-bedroom unit is a 65-sqm unit, and a four-bedroom unit is a 75-sqm unit. Each unit is designed to be a mini-home, an office or even both, depending on how you want it.

Once completed, all units will also feature integrated fitness centers and swimming pools. The development is also designed to be a mini-home, an office or even both, depending on how you want it. The development is also designed to be a mini-home, an office or even both, depending on how you want it.

Paseo de Roces is also accessible to a wide range of commercial establishments and major places of interest in Makati such as the Makati Grand Plaza, Makati Medical Center, and the Makati Grand Plaza. The development is also designed to be a mini-home, an office or even both, depending on how you want it.

It could also be just the right place for you. The development is also designed to be a mini-home, an office or even both, depending on how you want it. The development is also designed to be a mini-home, an office or even both, depending on how you want it.

The building will have 24-hour security, a central fire suppression system, fire detection and alarm system, 24-hour security guard, and a central fire suppression system.

Construction of Paseo de Roces will be completed by 2016. Federal Land Inc. is the developer. The development is also designed to be a mini-home, an office or even both, depending on how you want it.

With over 30 years of experience in property development, Federal Land Inc. has a proven track record in building homes that help you live the life you've always wanted. The development is also designed to be a mini-home, an office or even both, depending on how you want it.

In fact, Federal Land Inc. has a proven track record in building homes that help you live the life you've always wanted. The development is also designed to be a mini-home, an office or even both, depending on how you want it.

For more information about Paseo de Roces, you can call 888-8888 or 876-1422 or visit [www.8888.com.ph](http://www.8888.com.ph).

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# Amazing from all angles. Introducing the new Toyota Fortuner.

Since its introduction in 2005, the Fortuner has been a formidable horseman in the SUV segment. Developed from the international innovative multi-purpose Vehicle platform of NIK, over 4,000 Fortuner units have been sold to date. Seen as the SUV benchmark, the Fortuner is ready to take the bar again with its latest iteration.



## BOLDER EXTERIOR



express power and command respect. The strength emanates from the body and the bumper-exposed cross bars that seamlessly complement each other. More color options are also available, with the addition of Dark Steel Blue and Silky Sand Moss Metallic. Nothing was left untaken to provide you with a new Fortuner that is truly amazing from all angles.

## SOPHISTICATED INTERIOR

Since you step inside the new Fortuner, the pedigree of this ride is even more evident. Aside from the redesigned instrument panel cluster, the 8-speaker audio system, steering wheel with audio and MID controls, 3-DR audio with Bluetooth call and streaming functions, 800/1000 connectivity, two-tone interior color scheme and leather appointments with black wood interior accents all come together to complete a more luxurious interior.

The dual automatic climate control system allows you to capture the temperature you desire with just a push of a button. With cooling measured in air vents, the car passengers experience similar cooling comfort. Complete with spacious legroom and the most comfortable third row seats in its class, the Fortuner's convenience and comfort features are clearly legroom.



## EXCEPTIONAL RIDING COMFORT

Now about the new Fortuner's exceptional riding comfort, with a special suspension tuning for both town and city plus the addition of a wind deflector, it has evolved to have an even smoother ride without sacrificing the stability that it is known for. The level of comfort is especially the same whether you're on the wheel or sitting in the back seat. Taking on any road surface, your ride remains just as comfortable. The new Fortuner generates a first-class ride even when the going gets tough.



The 3.0L variant generates up to 163 PS / 3,400 rpm of power and torque of up to 343 Nm / 1,600 - 1,200 rpm. The advanced 26-valve 3DR 2.7 100V engine delivers up to 160 PS / 3,200 rpm and maximum torque of 241 Nm / 1,800 rpm.



Wrapped inside all this technology is a ride that gives you safety above all else. The vehicle is complete with power and active safety features like brake assist, anti-lock braking system (ABS), side body structure and dual air bag system so you can take on all the unexpected turns while traveling.

Make a statement on the road by taking the new Fortuner for a spin.

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SHOWCASE of beautiful herbal and health promoting gardens at Kamini Malabang Town Center.



NINA MALABANG encourages regular consumption of fruits, leaves for the control of diabetes as well as hypertension. Or tried herbs like medicinal herbs like astragalus, ginseng, and other herbs like ashwagandha, ginseng, and other herbs.

## Edible landscape in Alabang

**K**ARTINI ASIA recently hosted an Art and Garden Festival, which showcased the garden exhibits by Nina Malabang of her edible landscape, using herbs and edible ornamental plants.

Malabang also collaborated in organic agriculture with the University of the Philippines, which showcased the garden exhibits by Nina Malabang of her edible landscape, using herbs and edible ornamental plants.

Kartini is working with the University of the Philippines in developing cluster farms using organic agriculture.

Malabang's love for plants and the growing trend in sustainable and organic farming led her to study health promoting plants as the members of biological sciences at the University of the Philippines. The gardens at Kamini provide a wonderful backdrop to Malabang's fresh flow in arrangements at Kamini. There, she creates lovely bouquets and uses using various herbs, flowers, and leaves.

The Festival also featured the works of the artist Arlene Alabang, who is the first woman recipient of the New York Museum of Modern Art's award. She is the first woman and the only one to be honored at National level of the Philippines for her work in Modern art and culture. Her work is in the Museum of Modern Art.



EDIBLE landscape from Kamini Malabang.

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EDIBLE landscape from Kamini Malabang.



FRONTING Kamini entrance gate is the open parking lot at Kamini Malabang Town Center.



NINA MALABANG encourages regular consumption of fruits, leaves for the control of diabetes as well as hypertension. Or tried herbs like medicinal herbs like astragalus, ginseng, and other herbs.

## What awaits you and your child at good old Museo Pambata

From page 11

### Increasing literacy

Recently exhibited in the "Digital Room" are the works of artist Arlene Alabang, which beautifully captures the best of the country. But can also tell their own and read the different books in the room, or try an interactive based on characters in the books. To complement the exhibit, MP has a "Digital Room" 1.2-hour activity, which features interactive (5-15 years old) who read in their respective fields.



KIDS can take their time to browse through books in the "Digital Room".



"A READER'S STORY" book by Nina Malabang, a graduate reader, depicts a young girl's life.

Other books are available at MP, after all, one of the museum's major concern is to increase literacy among children. It's not just about teaching the fundamentals of how to read, but also developing early enough a greater love of reading.

Among these books is the "Reading Room" series, stories of remarkable children who overcome challenges despite physical disabilities, or who are inspired by their cultural backgrounds.

"We really encourage storytelling, not just the ABCs," says

Yates. "We find that if children learn to love something, they will look for it on their own."

"We've learned that our children really need to read and learn," she adds.

Participation in MP's activities is free with the 1500 admission fee, but for children and adults. Museo Pambata is at 300 3rd Ave. in Pasig City. Hours: 10 a.m. to 5 p.m. on Sundays. For more information, call 829-1901 or 829-1902. Email: info@museopambata.org.









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# To die for

THE PASS when the death of showbiz stars is used to sell their relatives and estates, leaving the public's interest in the deceased's life as a mere afterthought.

But the invasion of pop culture and "celebrity" has changed that and now it's a big part of our lives. And it's not just the stars who are being sold, but the lives of their relatives and estates.

The biggest business of late has been the death of Michael Jackson, whose estate, which has been in the news for years, is now being sold.

His death has been a huge success for his estate, which has been in the news for years, is now being sold.

His death has been a huge success for his estate, which has been in the news for years, is now being sold.

## VIEWFINDER

Andrew  
C. Torrey



Question is, can related fame be played on its own program and show business? The popularity of the Jackson brothers shows the answer is "yes," but what's happened in the Jacksons' estate suggests a cut also for a "no."

Most of Michael Jackson's family works in show biz, with daughter Aaliyah notably leading the band in terms of talent and output.

And, despite Jackson's death, his popularity to brother

Frank Stallone has failed to lock his singing and acting careers. Since his days with Salsbury, Stallone, whose fledgling show has never quite taken off.

Stallone's second generation has to take Carrie Fisher, Drew Barrymore, Charlie Sheen, Melissa Carillo, and Jason Smith, but many more stars have gone the way of all fathers and sons.

## Profit showbiz class

Stallone was one of the most successful in showing that celebrity is not just a star, but a business. In the end, the showbiz class is the most profitable showbiz class in the business.

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PHOTO COURTESY: Check out her showbiz image.

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**SHARK NIGHT 3D**



**CAMPBELL** Dies in "Bad" Theater



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PCB Turns to "Deep Cold"

**OPENING TODAY**

Zombadings 1: Patayin sa  
Shoket si Remington

[illegible]

**Wedding Type, Wedding Mind**  
Directed by Jane Feltus Brown, Ed

Shawaga, Tim George, Sir  
Kane, Daniel Harold, Louie  
Narcis Lalloua

Two-Hour Knead (Boonings, Goss) attempts to prove that marriage is still hot or even thing that still happens modern women. Marjorie makes noise. On one hand recalls that this only paper was "so much fun doing" during the editing process. "While in Eugene has worked countless times for, it's fun (not time to do it) but, it's happy, creative women."

### Bad Teacher

*Directed by John Badham; stars Comi-  
Bliss, Jessica Tinkerlake, Jason  
Steffy, Thomas, John Michael King,  
David Allen*

applies as a school teacher in the house offered in exchange for his services. Los Angeles Times' Dave Karger calls it "a frustrating mix of mean first-act smacking impudence." New York Times' Masha Ringo agrees. "It's the least comely that literature is permitted," she writes. New York's Star-Ledger says: "You might applaud the plotline."

## Deep Gold

Directed by: Michael Gleason; stars: Edie Falco, Arjuna Seng, Larry Furst, Joel Turrer, Kenneth Hall, Michael Gleason.

Change here (Pam) swoops into the day-to-day presence of her boyfriend and a gold tooth in place of the Brian Oakes of bromantic dream-sequences: it's "youth is less academic than... fuck-fagpack, chief!" (Pam) Not hold of [www.fox.com](http://www.fox.com) was impressed by "the other one, too." (Pam) was trying to make something spontaneous. [www.fox.com](http://www.fox.com) (Pam) was trying to make something spontaneous. [www.fox.com](http://www.fox.com) (Pam) was trying to make something spontaneous.

## Shark Night 3D

Directed by David R. Ellis, stars Stephen Griggs, Alyssa Diaz, Lisa Ponzio, Heather Gilligan, Chris Connors, Katherine McPhee.  
Some reviews are available by email.

Dental-restoration quiz: "This is a tooth-shaped fish! Sting and bleed are just some of its great skills... blood and bones." Dental-restoration quiz: "This is a tooth-shaped fish! Sting and bleed are just some of its great skills... blood and bones."



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# ENTERTAINMENT

## Francine: It's hard to work with an ex

I FEEL Francine Prieto's pain when I interviewed her for my "Hello Hello" segment in "The Studio." It's been a year since her recent personal career but she's still in the process of healing.

"It's tough because she was my pillar of strength," she said. "Someone who, having made a capital out of being an actress, was devastated when she was told she died."

She took over the show which is quite a burden for her. "I suppose I didn't feel the real pain of losing her," she said. "I was just going to go home," she said. "She had been so busy that she didn't even tell me she was going to die."

Francine's career and her life are in shambles. "I don't know what to do," she said. "I'm just trying to get on with my life. I'm just trying to get on with my life. I'm just trying to get on with my life."



Dolly Wood



Dolly Wood



Dolly Wood

Francine's career and her life are in shambles. "I don't know what to do," she said. "I'm just trying to get on with my life. I'm just trying to get on with my life. I'm just trying to get on with my life."

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Francine Prieto

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# GADGETS GALLERY

## REVIEW: More touch delights coming from a 7-inch wonder tablet



The new OS has a big future for RIM as it will eventually become the OS that RIM will consider using for future Blackberry phones\*

By Russell C. Serrano

BLACKBERRY RIM6000 is in motion (RIM), which just dated to the launch of the new PlayBook, which clearly had more than the company's Blackberry OS has landed the No. 1 spot among the most widely used mobile operating systems in the world.

Earlier in Apple and Google (which owns the device), RIM is also launching its own ecosystem of connected devices such as a smartphone product and a tablet product that support each other seamlessly through the sharing of apps and files and access to a single online market (Blackberry AppWorld).

The PlayBook seems to be the perfect step to move the proliferation of smart devices among consumers and push for faster adoption on previously slow-moving devices.

Recently, RIM introduced its PlayBook, a 7-inch screen tablet that runs on Blackberry Tablet OS made mostly from scratch. The new OS has a big future for RIM as it will eventually become the OS that RIM will consider using for future Blackberry phones, according to RIM.

The product for South Asia is designed for touch and multitasking. Powered by a dual-core mobile CPU, the Blackberry PlayBook supports Adobe Flash and HTML5, and features full 1080p HD video recording. In addition, Blackberry PlayBook features up to 10,000 video output and compression technology for video and image operations of graphics heavy applications. It also boasts of faster 2D/3D or 10/10 in terms of storage and comes either in Wi-Fi only version or Wi-Fi and 3G version.

The user interface on screen is a PlayBook OS 6.0/6.1 version.

Unlike its rivals, the PlayBook doesn't feature track, touch, but hardware buttons as these functions are already done seamlessly through a host of gestures, such as pinch-to-zoom, pull-down of the screen (like pulling a curtain), combined

with tapping the "X" at the bottom of the app screen to exit that application.

For example, an internet browser app, where even the entire screen can be closed by pulling up the screen from below. The browser will minimize the PlayBook screen from there, and you can just tap the "X" symbol below the minimized screen. The gesture of pulling up will also allow the user to view the Home screen.

Other applications, particularly in the settings, Internet Tools and Video, feature that can be tapped to exit or back to the Home screen. The Home screen, which is filled with widgets that are arranged neatly on a grid, can be swiped around down or across the left and right.

Similar to the other devices, the PlayBook has an accelerometer feature for the automatic rotation of the screen of the screen when rotated sideways. But it has an additional orientation lock feature that allows the user to lock the screen to a particular orientation. This is very useful when reading a document.

Access via PC can be done at the PlayBook by using the following feature, which features as a browser through the web browser. But the user can also access the Blackberry Bridge app on the web to access a paired Blackberry smartphone, as well as access the phone's email, calendar, contacts, and tasks as well as.

Connecting the two Blackberrys can be done through scanning of a barcode by the Blackberry phone on the screen of the PlayBook, or by manually entering the required codes on the phone.

Though it takes time to get used to the gesture commands, the PlayBook is a powerful tablet in terms of multitasking and fast Internet connectivity. It has much applications and multitasking applications. It's not too big, and not too small. Making alongside a Blackberry smartphone for communication, the PlayBook is the perfect dual tablet to help you organize your day and be more mobile in work.

For a video review, go to [www.blackberrypreview.com](http://www.blackberrypreview.com)

## GALAXY TAB 10.1 The ultimate mobile entertainment tablet

POWERED BY the next generation Android 3.2, the new Samsung Galaxy Tab 10.1 provides an ultimate mobile entertainment experience, whether playing games, reading e-books, watching movies, or updating your Facebook status.

A 3G and Wi-Fi enabled device, the Samsung Galaxy Tab features a 10.1-inch (25.9cm) TFT LCD display with super-clear resolution (1280 x 800).

The upgraded screen makes Samsung Galaxy Tab 10.1 a no-price device for experiencing your collection of movies and photos, and the thousands of games and applications available from the Android Market, all of which can be accessed in the built-in 3D.

There's also an 8-megapixel rear-facing camera and a 2-megapixel front-facing camera, both of which allow for multi-touch video recording and playback, as well as dual cameras around the screen that provides an even more immersive media experience.

It is also loaded with features



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The image shows the ASUS Eee PC 1000 in two states: closed (left) and open (right). The closed laptop is a vibrant pink color. The open laptop shows a screen with the ASUS logo and a blue background. Below the closed laptop, there are five small color swatches: dark blue, dark red, pink, green, and orange.

... ..

**What do you want your next presentation to accomplish?**

According to Santiago, sales will further intensify the threat that Black's Global Inc. poses to the Bank of Texas program which encompasses a line of up to \$100 million CDMs which will pay \$1.250 million a year in interest on a \$100 million loan.

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Changing the system changes everything.

# Intel's 'Digital Showdown' winners

INTEL first announced the grand prize winners of "Digital Showdown," a short film-making contest for Filipino teens, on its website. Jay Ade Jaramilla won the first prize for his work titled "Chromosome," which is a short film about a boy who is a "digital showman" and his struggles with his family. Intel's "Digital Showdown" contest ran for four months and its goal was to tap into the Filipino creativity and passion for creating and sharing videos on social networking sites. With the objective of showcasing and promoting the talents of Filipino teens, Intel is giving the winners a chance to win a trip to Hollywood, a chance to participate in a film festival, and a chance to have their work displayed in a museum. Intel is also giving the winners a chance to win a trip to Hollywood, a chance to participate in a film festival, and a chance to have their work displayed in a museum.

## Three reasons why you should buy a high zoom camera

1. In today's world, where digital cameras which boasts of numerous features, is savvy consumer should be equipped with ample knowledge to be able to buy the best option.
2. CameraHaus, a trusted name and official dealer of different brands of cameras, carries a wide range of high zoom models per brand. With over 25 branches nationwide, you have easy access to certified original products at reasonable prices.
3. Zoom your way to Hongkong Disneyland. CameraHaus gives you the chance to win a trip to Hongkong and tour Disneyland with every purchase of any high zoom camera. Other prizes at stake are 30" LCD TV and a gift certificate from Bright Smile professional teeth whitening worth P5,000.00.



## New ASRock motherboard to revolutionize PCs

ASRock recently introduced its new P43 motherboard, a new generation motherboard that will be the first to work with PCI Express 3.0 specifications. As a PCI Express 3.0 capable motherboard, the new ASRock motherboard offers more bandwidth to enable faster communication between components inside a desktop's system. "ASRock is pioneering PCIe 3.0 motherboard implementation. We are the first to produce the most sophisticated PCIe Gen3 motherboards," said James Lee, VP of ASRock into and marketing. The new motherboard features a latest P43 3.0 quad switch IC that allows users to enjoy the benefits of a PCIe 3.0 based on their PC. By installing the P43 3.0 motherboard with its companion Bridge ICs, the new motherboard is able to provide the fastest data transfer rates and the ultimate hardware performance in even advanced users such as gamers and professionals. The full-size ATX board comes with 1 PCI-E 3.0 x16 and 4 PCI-E 3.0 x1, and supports SATA 3.0, USB 3.0, and SATA 3.0. The P43 3.0 motherboard is also capable of running dual DDR3, up to 16GB, at 1333MHz, and also supports SATA 3.0, USB 3.0, and SATA 3.0. The P43 3.0 motherboard is also capable of running dual DDR3, up to 16GB, at 1333MHz, and also supports SATA 3.0, USB 3.0, and SATA 3.0.



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# Tourism Malaysia



## WHEN THE DAY ENDS, EXCITEMENT BEGINS.



TO KNOW Malaysia is to love Malaysia—a bubbling, bustling melting pot of races and religions where Malays, Indians, Chinese and many other ethnic groups live together in peace and harmony.

Multiculturalism has not only made Malaysia a gastronomic paradise, it has also made Malaysia home to hundreds of colorful festivals. It's no wonder that we love celebrating and celebrating. As a people, Malaysians are very laid back, warm and friendly.

Geographically, Malaysia is as diverse as its culture. Malaysia is divided into 13 states and three federal territories, separated by the South China Sea with 11 states and two federal territories (Kuala Lumpur and Putrajaya) in Peninsular Malaysia and two states and one federal territory (Sabah) in East Malaysia.

One of Malaysia's key attractions is its extreme contrasts. Towering skyscrapers look down upon wooden houses built on stilts, and five-star hotels sit several meters away from unspoiled reefs. Coastal highways are flanked in the highlands that roll down to warm, sandy beaches and rich, humid mangroves.

For the perfect holiday full of surprises, eclectic culture and natural wonders, the time is now, the place is Malaysia.

### ICOM Kuala Lumpur Hospitality Package from US\$2118

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# Experience the wonders of Merdeka with us!

MALAYSIA, a bustling city blending of the western with shopping, nightlife, art and even old world culture stirred into a melting pot of infinite wonder. Following its motto "Bersekutu Bertambah Mutu" (Unity is Strength), the country has done nothing but that; but instead of evolving into a static modern country, it blooms as a metropolis deeply rooted in traditions and culture.

With the capital growing at a rapid rate, culture slowly gets lost in the process. Somehow with every sky scraper built there will be at least one new art, handicraft or food vendor will set up in the modern skyline that is dedicated in upholding the culture.

In every state there is always something new and unique to be found. From big theme parks to intricately hand carved, you practically can discover incredible finds whenever you go. As the country is big on nature, the best beaches in Malaysia are on beautiful tropical islands that are everywhere. Immerse yourself in the cool turquoise ocean and witness all sizes of fishes swimming through the corals in the warm tropical currents.

The best attraction Malaysia has to offer is all the Malaysian culture that you had never even thought about—from the mild Chinese to the full-flavored Malay fare, to the beautifully spiced Indian cuisines and the exotic ethnic delicacies. Don't just take our word for it, Malaysian cuisine has been known and named for and aided by many travel guides and travelers alike.

And AirAsia Group has been the preferred airline for travelers worldwide. This year, the airline plans to extend its reach with AirAsia Philippines. This 10th year for AirAsia Group and 5th Merdeka (Malaysia Independence Day) is going to be big for the group as this is the year it will provide routes that will spread throughout the Philippine archipelago. This will not only increase tourism in the Philippines but also provide a more convenient way for locals to travel to over 75 destinations worldwide.

Even as of now, we see locals taking short flights to Kota Kinabalu for the magnificent green Borneo experience and Kuala Lumpur for the cityscapes. For those wanting more, travelers will want continue on to the warm beaches of Kuala Terengganu, Langkawi, Penang and many other Malaysian beaches. With flights departing daily from Clark to these wonderful places, the options for reunion holidays are endless.

This doesn't mean that AirAsia Philippines wants to help you achieve. So look out for something special and exciting that'll be coming to you soon. Follow facebook.com/airasiaPhilippines to get the latest updates and greatest deals.

With AirAsia, everyone can fly.

AIRASIA Chief Executive Officer Puan Maryam binti Yusoff (right) with AirAsia Philippines Executive Director Datu Boy Chong, AirAsia Vice Chair Mervin Rosendo, Board Chairman/Development Authority Chair Fido de Pineda and other AirAsia officials look on.

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AIRASIA Chief Executive Officer Puan Maryam binti Yusoff

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# CEB doubles fleet again with new \$3.8B airbus deal

THE PHILIPPINE AIRCRAFT MANUFACTURING CORPORATION (PAC) has announced a new deal to acquire 20 new Airbus A321 aircraft and 20 new Airbus A320 aircraft. The deal is worth \$3.8 billion, the largest single aircraft order ever made by a Philippine airline.

CEB said the new deal will enable the airline to fly to more than 100 destinations in 2011, up from 80 in 2009. The deal also includes the purchase of 20 new Airbus A321 aircraft and 20 new Airbus A320 aircraft. The deal is worth \$3.8 billion, the largest single aircraft order ever made by a Philippine airline.

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## malaysia AIRLINES

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Malaysia Airlines (www.malaysiaairlines.com), the national carrier of Malaysia and one of Asia's largest, flies nearly 45,000 passengers daily to some 100 destinations worldwide across 6 continents. The distinctive Malaysia Airlines brand is an extension of the special culture of warmth and friendliness unique to Malaysians. This inimitable Malaysian sense of graciousness is branded as "Malaysian Hospitality" and symbolized by the acronym MH which is also the airline's flight code.

Since October 2, 1974, Malaysia Airlines has served Manila, offering 37 years of Malaysian Hospitality for passengers flying this route. This year 2010 marked the significant commitment of Malaysia Airlines' services to Manila when it started double daily services.



### Celebrate Malaysia's 54th Independence Day with these special Business Class fares

From Manila to Kuala Lumpur

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Class	Manila to Kuala Lumpur	Kuala Lumpur to Manila
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# Halal Industry Development Corporation



HALAL is no merely a way of life—it is a global industry in Malaysia under its commercial sector. Worldwide, Halal Development has become a significant contributor to all facets of economic growth.

Established on 11 September 2006, Halal Industry Development Corporation (HDC) exists under the overall development of the Halal industry in Malaysia. Focusing on development of the halal standards, audit and certification, plus capital building for halal production services, HDC promotes participation and facilitates growth of Malaysian companies in the global Halal market.

Intent on building a global Halal community, HDC brings the Malaysian Halal industry to international common good, by ensuring growth and participation of local businesses into the global Halal market. HDC can offer the Halal first position in Malaysia to further development of Halal standards globally.

Through successful knowledge exchange, HDC is the gateway towards a better understanding of Halal for all.

## Roles and Responsibilities

HDC is Malaysia's response to the international need building up worldwide, for better quality products and services to consumer gain confidence in the Halal process. It will provide infrastructure, distribution, retailers, entrepreneurs, producers and investors, all the necessary assistance to penetrate the global Halal market through the adoption of the Malaysian experience and expertise in food and non-food sectors. The roles and responsibilities of HDC include:

- To lead the development of Halal standards, audit and certification procedures in order to protect the integrity of Halal
- To direct and coordinate the development of Malaysian Halal industry amongst all stakeholders, both public and private
- To manage capacity building for Halal producers and related service providers
- To support investment opportunities Halal industry
- To facilitate the growth and participation of Malaysian companies in the global Halal market
- To develop, promote and market the Malaysian Halal brand
- To promote the concept of halal and related goods and services



## Tourism Malaysia entices Filipino travelers with Tara na sa Malaysia Travel Fair 2011

TOURISM MALAYSIA recently held the second "Tara na sa Malaysia" travel fair, participated in by several state tourism boards, porters, airlines and travel agencies offering exciting deals and packages especially for Filipino travelers.

The travel fair, which ran from July 15-17, 2011, presented several high-spirited sales of performances, food demonstrations, as well as offered packages of tours and other services to small groups.

"The 'Tara na sa Malaysia' travel fair is more than just a showcase event. Malaysia has to mean for visitors from all over the world. Through this, we are personally wanting all Filipinos to come and visit Malaysia and explore its natural resources, take part in cultural festivals, indulge in authentic Malay cuisine and experience a country that is truly Asia," said His Excellency Datu Seri Dr. Borhan Nasir, Ambassador of Malaysia to the Philippines.

With the help of its partner travel agencies, Tourism Malaysia also created and launched the 2011 Malaysia Road Day Packages designed to further encourage Filipinos to visit Malaysia and experience all its wonders. Valid till travel until December 31, 2011, the packages include hotel arrangements in four star locations such as Kuala Lumpur, Langkawi, Kota Kinabalu, Ipoh, Malacca, Penang, various exciting theme parks, and the upcoming Malaysia World Cup.

Present during the opening ceremony were Chief of the Philippine Consulate, Director of Australian Embassy, Philippine Representative, Deputy Consul General, and managers of 10 Halal of Asia, Florida Inc., regional operations manager, JM Media, TV Unit City, Ramon B. Magsaysay Shrine, Kuala Lumpur executive committee, His Excellency Datu Seri Dr. Borhan Nasir, Ambassador of Malaysia to the Philippines, VB Manikavasagam, Kuala Lumpur executive committee for the tourism, and Philippine World Bank, Director, Tourism Malaysia-Philippines.

For more information about Malaysia, visit more tourism resources, get my and contact with a professional by liking the "Tara na sa Malaysia" Facebook page.



Tourism Malaysia with a colorful dance performance

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on the occasion of its

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# Malaysia External Trade Development Corporation (MATRADE) and Malaysian Industrial Development Authority (MIDA)



MATRADE's efforts to promote Malaysia's export have resulted many local companies to move new business in global markets. Today as an enterprise to get the strength in exports, Malaysian companies on the international stage, we are helping make the phrase Made in Malaysia synonymous with confidence, reliability and trustworthiness.



**Purpose:** Promoting Malaysia as a globally competitive trading nation

**Mission:** Promoting Malaysia's competitiveness world

MATRADE's mission is to develop and promote Malaysia's export to the world and to function as:

- To promote, assist and develop Malaysia's external trade with particular emphasis on the export of manufactured and semi-manufactured products, on a selective basis, export to:
- To formulate and implement a national export marketing strategy to promote the export of manufactured and semi-manufactured products.

- To undertake commercial intelligence and market research and create a comprehensive database of information for the importation and development of trade.

- To conduct training programs to improve the international marketing skills of the Malaysian exporters.

- To enhance and protect Malaysia's international trade interest abroad.

- To represent Malaysia as an international leader in respect of any matter relating to trade.

- To develop, promote, facilitate and assist in service areas related to trade, and

To help the government on matters affecting or in any way connected with trade and to act as the agent of the government as far as any person, body or organization is concerned.

## MATRADE's objectives are:

- To assess the profile of Malaysian exporters in foreign markets.
- To disseminate timely and relevant information and market intelligence to help Malaysian companies gain a competitive edge in foreign markets.

- To introduce Malaysian companies foreign export-making Malaysian suppliers, and
- To assist companies to promote the export of Malaysian goods and services to overseas markets.

MATRADE is also actively involved in assisting foreign companies to source for suppliers of Malaysian products and services, and to improve the visibility of all business in major commercial cities. In Malaysia, MATRADE has five regional branches in Penang, Singapore, Japan, India, and Europe.



## Core Services

MATRADE has initiated several programs to assist Malaysian companies to equip themselves with knowledge and skills.

## Exporter Development

The international market is highly competitive and complex arena. In order to thrive in this market, exporters need to meet international standards in terms of technology, product design, packaging, health and safety standards. MATRADE has initiated several programs to assist Malaysian companies to equip themselves with knowledge and skills to meet the challenges in the global arena. These include training programs, export readiness audits and other services.

## Export Promotion

MATRADE assists Malaysian companies to establish their presence overseas and create their profiles in foreign markets through different pro-

motioned drive including participation in trade fairs, sponsored marketing missions and international trade fairs. MATRADE also organizes business networking programs for Malaysian companies and foreign exporters. Being the national agency for trade promotion, MATRADE is often the first reference point for companies and clients for foreign inquiries. The agency role is to match local supply capability to demand for local products and services that are.

## Trade & Market Information

One of MATRADE's roles is to disseminate timely and relevant information as well as market intelligence to give Malaysian companies the competitive edge in international trade. MATRADE's collection of resources provides foreign companies with up-to-date information to improve export opportunities.

## Trade Advisory & Support

As entrepreneurs and exporters constantly need the most up-to-date advice, the Trade Advisory Service Unit in MATRADE helps this demand by providing prompt, detailed and practical advisory services that are available at the request of exporters and producers alike.



## MIDA

Promoting Malaysia for Global Competitiveness

The Malaysian Industrial Development Authority (MIDA) is the government's principal agency for the promotion of the manufacturing and services sectors in Malaysia. MIDA assists companies that intend to invest in the manufacturing and services sectors, as well as to facilitate the implementation of their projects. The value-added services provided by MIDA include providing information on the opportunities for investments, as well as facilitating companies that are looking for joint-venture partners. MIDA also provides commercial information in maintaining ethical business-opportunities.

To further enhance MIDA's role in assisting foreign, foreign representatives from key government agencies are stationed at MIDA's headquarters in Kuala Lumpur to advise foreign companies on government policies and procedures. These representatives include officials from the Department

of Labor, Immigration, Trade Secret, Royal Malaysia Customs, Department of Environment, Transport, Maritime and Fisheries, Malaysia Inland Revenue and others.

MIDA also evaluates the following applications for projects in the manufacturing sector related to various sectors:

- Manufacturing licenses
- Export licenses
- Export permits
- Many companies on new materials, components, machinery and equipment

Investors are encouraged to discuss their projects with MIDA's offices at MIDA's headquarters in Kuala Lumpur so that its services in some offices abroad in terms of information on licensing can also be obtained from the Services Guide system. Investors can also contact to visit MIDA's Business Information Centre (BIC) where published information on government, trade, business, products and services is available. Licensing and information services are available.

## Functions of MIDA

- To promote foreign trade and investments in the manufacturing and services sectors
- To facilitate cross-border transactions and inter-industry cooperation in manufacturing and services sectors
- To undertake planning for industrial development in Malaysia

- To recommend policies and strategies on industrial promotion and development to the Ministry of International Trade and Industry

- To evaluate applications for manufacturing licenses and export permits, and facilitate the manufacturing activities, trade, trade training activities and software development, and any other services on the materials, components and machinery

- To assist companies in the implementation and operation of their projects, and offer assistance through direct consultation and co-operation with the relevant authorities in both the local and international levels
- To facilitate the exchange of information and co-operation among institutions engaged in or connected with industrial development

- To further enhance MIDA's role of assisting foreign, foreign representatives from key agencies are stationed at MIDA's headquarters in Kuala Lumpur to advise foreign companies on government policies and procedures. These representatives include officials from the Ministry of Natural Resources, Immigration, Department, Royal Customs Malaysia, Department of Environment, Transport, Maritime and Fisheries, Malaysia Inland Revenue and others.

## Why Malaysia?

### Economic Strength

- Highest economic growth rate (5.5% in 2010)
- GDP growth - 7.2% (2010)
- Gross national income - RM 24,280,000 in 2010
- Debt service ratio - 7.3 percent
- Unemployment rate - 3.2 percent
- Inflation rate - 1.7 percent
- Export of manufactured goods (2010) - 75.1% of total exports

### Supportive Government Policies

- Pro-business policies
- Responsive government
- Liberal investment policies
- Attractive tax and other incentives
- Business process reform
- Intellectual property protection

### An Educated Workforce

- Skilled, young, educated and technologically proficient
- Multilingual workforce speaking three major languages, including English
- Comprehensive system of vocational and technical training, including advanced skills training
- Human resources infrastructure with excellent labor discipline

### Developed Infrastructure

- Network of well-maintained highways and railways
- Well-equipped airports and seaports
- High-speed telecommunications network and services
- Fully developed industrial parks, including two-state of plants, technology parks and Multimedia Super Corridor (MSC)
- Advanced telecommunications and cyber services

### Vibrant Business Environment

- Stable political economy
- Well-developed financial and banking sector, including the Islamic finance-based financial system
- High level of English, especially in business legal and accounting practices based on the British system
- Large local business community with a long history in international business
- Large local business community with a long history in international business
- Large local business community with a long history in international business

### Quality of Life

- Healthy and hospitable environment
- Safe and comfortable living environment
- Excellent housing, medical services, quality education and recreational facilities
- Excellent educational institutions offering international curriculum to overseas children
- World-class recreational and sports facilities
- Excellent shopping with goods from all over the world

# MERDEKA

## The 54th Anniversary of MALAYSIAN INDEPENDENCE

### August 31, 2011

## BERJAYA

MANILA - PHILIPPINES  
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### About Berjaya Manila Hotel, Philippines

Located in the heart of Makati City, Berjaya Manila Hotel blends in with Manila's bustling central business district. The hotel houses 170 rooms and suites which are fully furnished to suit guests' needs. Berjaya Manila Hotel brings business travelers to hassle-free meetings and conference in the fast-paced metropolitan city. Only minutes away from the city's notable landmarks and shopping malls, the hotel gives travelers the ideal accessibility for leisure and business. Berjaya Manila Hotel is under the management of Berjaya Hotels & Resorts, a well-known Malaysian hospitality group that operates a range of hotels and resorts across the region.

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Cebu to Cagayan de Oro,  
Iloilo, Ozamiz or Tacloban

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